

## ORDER



**Orders**  
**Order / Rev:** 163594  
**Alt Order #:** 06276543  
**Product Desc:** AMER 4 PROSPERITY SE  
**Estimate:** 1915  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** GENERAL

WDJT-TV-LP

**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:** Elise Cloyd  
**Billing Contact:**  
 600 Fairmount Ave. #306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Americans for Prosperity  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** POL  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	11	\$15,900.00	\$13,515.00
08/27/12	08/28/12	7	\$10,400.00	\$8,840.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$15,900.00	\$13,515.00	0.00
September 2012	7	\$10,400.00	\$8,840.00	0.00
<b>Totals</b>	<b>18</b>	<b>\$26,300.00</b>	<b>\$22,355.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	35%	\$26,300.00
Market	100%	\$75,142.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	36%	\$27,051.43
WITI	12%	\$9,017.14
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$12,774.29
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	08/22/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$1,000.00		0.00			
2	WDJT	08/22/12	08/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	--WT--S	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00

